



Approved Audits/Applications Committee
11/19/08

Approval Requested:

XX Final

Preliminary

ORGANIZATION NAME Flathead CVB
PROJECT NAME Sports Destination Magazine
APPLICATION COMPLETED BY Dori Muehlhof, Executive Director
DATE SUBMITTED December 17, 2008

Project Overview

The Flathead CVB would like to use funds from our Group Marketing/Print Placement budget to place two ads in Sports Destination Magazine: ¼ page 4-color Jan/Feb Issue (featuring hotels and attractions) & March/April Issue (featuring mountain sports).

About Sports Destination Magazine:

- **Focus & Scope:** *Sports Destination Management (SDM)* is a bimonthly publication focusing on significant issues facing sports events owners and the bearing of location selection decisions. Written by industry experts and thought leaders, this best-in-class publication addresses event development, as well as best practices and case studies featuring successful sports event production.
- **Editorial:** For years, many sports event owners have faced a daunting process of location selection and planning because they have been offered limited reporting on the subject. In addition to a lack of credible information, training for this maturing and increasingly growing field has been sub-par, at best. *Sports Destination Management* is dedicated to changing that scenario by providing fresh, concrete, tutorial answers to the issues sports event owners need and have been yearning to have at their fingertips. From working with sports commissions to media relations and finances, *SDM* delivers an unbiased account of what works, and how to achieve success in a succinct, professional and want-to-read format.
- **Circulation:** True to its mission, *SDM* reaches 18,000 sports event decision makers in a multitude of disciplines — ranging from the NCAA & USOC to the American Youth Soccer Organization. These decision-makers breakdown as follows:
 - National Governing Bodies • Sanctioning Organizations
 - Professional Sports Organizations and Associations • Sports Events Promoters and Right's Holders
 - National Franchises of Sport • Professional Teams/Leagues
 - Regional Amateur and Professional Organizations • Statewide Sports Associations/Leagues.

Project Objectives

1. Increase inquiries to the call center by 5% over FY'07.
2. Increase use of the web site by 10% over FY'07
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'07
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County & Lake County by 1% over FY'07

These objectives support the following marketing goals:

- *Increase awareness of the Flathead Valley as a year-round destination.*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Increase return visitation.*

Support of the FCVB Marketing Plan

This is a new group target market for the FCVB, as detailed in our 2008/2009 Marketing Plan. This is a perfect media venue to target this audience directly with some frequency.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- A.3.2: Promote Off-Peak Weekend Getaway Packages/Events to "Nearby" Markets
- A.3.3: Capture More Pass-Through Travelers with Mini-Packages
- A.5.3: Expand "Alternative" Winter Activities
- A.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings

Method of Project Evaluation

Quantifiable lead generation
Web Link Traffic

Budget

Sports Destination Magazine: ¼ page 4-color Jan/Feb \$700
Sports Destination Magazine: ¼ page 4-color March/April \$700

Total Budget **\$1,400 (Group Marketing/Print Placement)**

Flathead Convention & Visitor Bureau

15 Depot Park, Kalispell, MT 59901

Phone: 406-756-9091 Fax: 406-257-2500

fcbv@fcbv.org www.montanafatheadvalley.com